

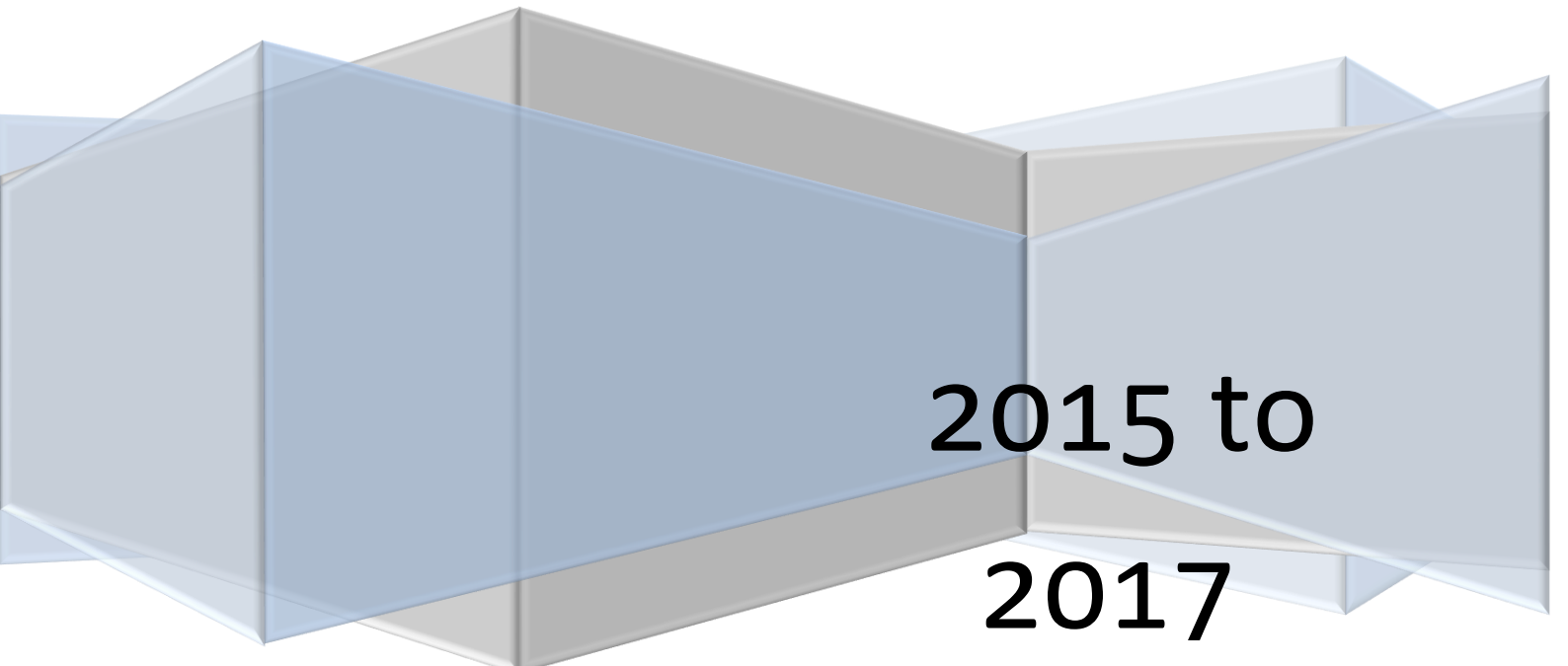


BIRMINGHAM CITY
University

Sustainable Transport Strategy

City South Campus

(Westbourne Road, Edgbaston)



**2015 to
2017**

Issue and Revision Record

Revision	Date	Originator	Approver	Description
V1	23/01/2015	Rebecca Cottington, Environmental Officer	Peter Cochrane, Project Director, David Green, Delta Planning	Comments incorporated into V2
V2	14/04/2015	Rebecca Cottington, Environmental Officer	University Executive Group	Approved

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1.0 Introduction

1.1 Background

In November 2009 Birmingham City University commissioned Atkins to produce its first Sustainable Transport Strategy encompassing all eight of its key sites at that time. Since that time the University has undergone significant changes including a revision of its 'Estates Strategy' which has resulted in the closure of some campuses, (namely Gosta Green to date) and the opening of other sites (The Parkside Building and University House). Further future developments are also planned.

In light of these significant changes the University has decided to update its Sustainable Transport Strategy (or Travel Plan) to reflect both the existing needs of our stakeholders and our future aspirations for the estate and its accessibility.

The University estate is moving towards having two distinct campuses one in the south of the city in the Edgbaston area, (known as City South Campus) and the other in the Eastside district of the City Centre itself (known as the City Centre Campus and also encompassing our existing sites in Margaret Street and Vittoria Street). With this in mind the University has decided to produce two new Sustainable Transport Strategies, to replace the existing one, to reflect the distinct nature and challenges of these two campuses.

Interim Sustainable Travel Strategies have also been produced for our City North Campus, (in Perry Barr) which the University will vacate for teaching purposes in 2017 and the new Conservatoire (which will be part of the City Centre Campus) which is currently going through the planning process. These plans are fully compatible with the City South and City Centre Sustainable Transport Strategy documents currently being produced and will be superseded by them once approved. Any commitments made in those earlier documents will be honoured.

1.2 Government Travel Policy and Legislation

Sustainable travel is very much a part of Government transport policy but with the localism agenda introduced by the Coalition Government much of the power for implementation has shifted away from Central Government to the Local Authorities.

Under the Town and Country Planning Act and the National Planning Policy Framework, which requires the promotion of the use of sustainable travel options, there is a duty on Local Planning Authorities to favour developments that reduce congestion, reduce the release of greenhouse gases and that make good use of the sustainable travel options available. All developments that require a significant amount of movement therefore require a Travel Plan.

The Local Authority themselves were required to produce their own Local Transport Plan by the Transport Act 2000 and the Local Transport Act 2008 gave them the powers to take steps to meet the transport needs in their local area.

It is the aspiration of Birmingham City University that our Sustainable Transport Strategies will complement and make use of improvements that Birmingham City Council is aspiring to make in its Travel Plan for the City.

Other legislation applicable to this Sustainable Transport Strategy includes, but is not limited to the following:

- Road Traffic Reduction Act 1997 which requires Local Authorities to assess existing traffic levels in their area, forecast potential changes and proactively set targets to reduce the traffic levels (and/or the growth of traffic).
- Traffic Management Act 2004 which enables Local Authorities to enforce parking regulations with fines or by immobilising or removing vehicles.
- Disability Discrimination Act 1995 which requires all land-based public transport to be accessible by those with disabilities.
- Transport Act 2000 which allowed for increased co-operation between Local Authorities and bus service providers previously not allowed because of competition law.
- Railways Act 1993 which abolished the Strategic Rail Authority and transferred their functions to the Secretary of State, the Office of Rail Regulation and devolved administrators.
- Clean Air Act 1956 that introduced the requirement to reduce air pollution and specifically smoke.
- Environmental Protection Act 1990 which introduced controls emissions and discharges to the environment.
- Climate Change Act 2008 which committed the UK to reducing its net carbon account for all six greenhouse gases to at least 80% that of the 1990 baseline by 2050.

1.3 Local Travel Policy

Birmingham City Council has been developing its 'Birmingham Mobility Action Plan' for a number of years now and its latest white paper 'Birmingham Connected, Moving Our City Forward: Birmingham Mobility Action Plan' was released in November 2014. The University has been actively involved in the consultation process and has sought to provide consultation responses to all relevant proposed transport developments in the City.

The City has five core objectives which are to create:

- **An Efficient Birmingham:** improving connections across the City.
- **An Equitable Birmingham:** linking communities together and providing greater access to jobs and services across the City.
- **A Sustainable Birmingham:** reducing air and noise pollution throughout the City.
- **A Healthy Birmingham:** raising standards of health through encouraging active transport.
- **An Attractive Birmingham:** through enhancing transport corridors.

These objectives resonate with the University's own core values which include the following:

- **Excellence:** Delivering the highest quality standards of academic achievement and professional service delivery.
- **People Focused:** Valuing all our stakeholders and recognising that what we do is for the benefit of all those connected with the University.
- **Partnership Working:** Working constructively with each other, fellow students and wider University community to create strong and successful working relationships.

- **Fairness and Integrity:** Taking a fair and balanced approach to our activities, being mindful of the impact our actions have both on our community and the wider environment.

The University has an Environmental Policy committing it to promoting the use of sustainable travel modes and reducing emissions to the environment associated with our activities wherever practicable.

The University supports the City's aspiration to develop its mass transit network further and particularly the extension of the Metro line which long-term will result in a stop on Curzon Street, adjacent to our City Centre Campus, and a stop at Five Ways Station, a 15 minute walk from our City South Campus. The University recognises that this scheme will also bring the additional benefit of creating links between modes of sustainable transport in Birmingham as the Metro will also be extended to take in Birmingham New Street station which is the City's main national rail station and eventually also the High Speed Rail.

The University also supports the proposed improvements to the bus network and the addition of sprint buses along the Hagley Road which is a 5 to 10 minute walk from our City South Campus.

The University is therefore committed to promoting the use of both the existing public transport options to our staff, students and visitors as well as these future developments as they come on line.

1.4 Estates Strategy

The University has developed a two campus estates strategy the aim of which is to further develop our existing sites, in the Eastside area of Birmingham City Centre and the Edgbaston area in the south of the City. These developments will enable us to move away from older, less efficient building stock, such as our City North Campus at Perry Barr, and consolidate our teaching activities on these sites in order to create a greater 'campus feel' for staff and students. The University will also retain its specialist teaching facilities, such as the School of Art in Margaret Street, the School of Jewellery in Vittoria Street and Birmingham City University International College in the wider city centre.

Key to the success of this strategy is the accessibility of these sites and when formulating our own strategy we have also taken into account the wider aspirations of Birmingham City Council and their 'Birmingham Mobility Action Plan' referred to above which the university has provided feedback on.

The University is mindful of the potential negative environmental impacts associated with travel to, from and between its sites and has therefore made a commitment in its environmental policy, available on our website, to reducing those impacts. We are also committed to reducing traffic congestion in and around our sites wherever practicable. As a result, we actively promote both active forms of travel such as walking and cycling as well as the use of public transport, car sharing and low emission vehicles. We have also made a commitment to promote relevant city wide initiatives such as the Brompton bike hire scheme from Birmingham's main stations where they may be of benefit to our students, staff and visitors. We would welcome such a scheme at Five Ways Station.

Whilst this Sustainable Transport Strategy is being developed for short-term implementation it takes into account the future changes in university facilities and staff and student numbers between the present day and 2017, in this case at our City South Campus (Edgbaston), the proposed improvements to travel facilities in and around Birmingham and the requirements of the planning process as we undertake these developments.

1.5 The University's Sustainability Led Approach

Birmingham City University has a strong commitment to sustainability demonstrated through its commitment to building new facilities to a minimum BREEAM standard of Excellent with a minimum EPC rating of B, a commitment to reducing our energy use in buildings by 48% by 2020 and obtaining and maintaining ISO 14001, the International Standard for Environmental Management Systems, across all its campuses. We also hold a 'Big Tick' 2014 award from Business in the Community for our Sustainable Products and Services. Our Environmental Policy and annual Objectives and Targets are publically available on our internet page as is the latest report on our progress to date. A copy of our formally endorsed Carbon Management Plan is also available here.

This Sustainable Transport Strategy for City South Campus will play an essential role as the University looks to reduce its impact further by consolidating its estate and by looking to increase its influence in relation to the management of scope 3 carbon emissions associated with its operations. This Sustainable Transport Strategy will be produced and implemented by:

- Working in conjunction with the Estates Project Team for the City South Campus development.
- Working with other relevant colleagues across the university such as the Health, Education and Life Sciences Faculty, Campus Management and Services, Student Services and our Students Union to name a few.
- Having active partnerships with external stakeholders including Birmingham City Council, Centro, bus and rail operators.
- Having a clear marketing strategy which enables us to engage effectively with staff and students in relation to travel.
- Carrying out staff and student travel surveys at least every two years in order to determine current travel patterns, limitations to travel options and to capture modal shifts.
- Having a transparent staff and student car parking policy which is fair and is applied equitably across all university owned parking facilities.
- Having a cost effective and environmentally aware staff business travel policy which minimises the need to travel unnecessarily.
- Maximising the contribution of transport initiatives to the wider University corporate responsibility commitments and initiatives.

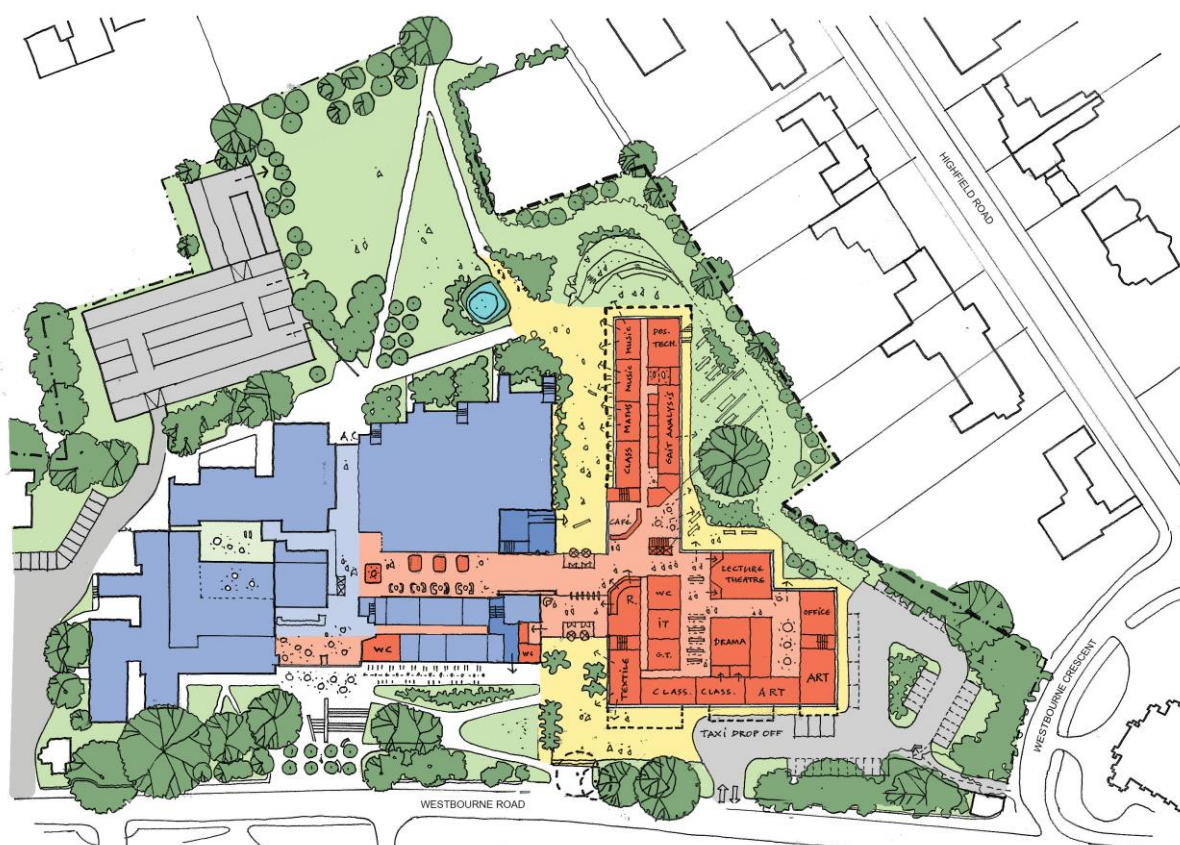
1.6 University Development (City South Campus)

The University has had a presence in the Edgbaston area of Birmingham for some years and our main Seacole Building was opened in 2006. Our Faculty of Health, Education and Social Sciences already delivers all its health related programmes from our existing campus on

Westbourne Road. Currently there are 358, (headcount excluding visiting tutors) staff and 3781 (FTE) students based at this site.

The University's aspiration is to further develop this campus with a view to increasing its delivery of STEM teaching and research and by also relocating its School of Education here from its current City North (Perry Barr) base by September 2017. In order to do this the University is proposing to construct an additional 10,500 m² building (shown in green on the plan below) adjacent to our existing Seacole building (the largest University building shown in yellow) on Westbourne Road. Current teaching space at this campus is 20,476 m² so this equates to an approximate increase in teaching space of 50%.

Plan showing the Existing and Proposed University Buildings at the City South Campus



1.7 The Faculty of Health, Education and Life Sciences

The University's Faculty of Health, Education and Life Sciences is made up of the following five schools and has a reputation for delivering high quality courses in some of the most advanced training and education facilities available.

School of Allied and Public Health Professionals

School of Defence Healthcare Education

School of Education

School of Life Sciences (new school)

School of Nursing, Midwifery and Social Work

By undertaking the above development it is expected that this project would result in an additional 91, (current headcount excluding visiting tutors) education staff and approximately 1605 education students, (based on current numbers) being based at this site from September 2017. Projected figures for the new Life Science courses are currently being developed but it is thought that these may equate to a maximum additional 850 FTE students and 55 staff being based at the site.

However, the nature of many of the courses at this site, (Health and Education in particular) is that they require their students to go on long-term work based placements. This means the number of people physically on site at any one time can fluctuate throughout the year. Currently the maximum of students would be approximately 3780 (FTE) and 358 staff (headcount excluding visiting tutors) if everyone was on-site at the same time.

After the relocation of Education and introduction of Life Sciences this could increase to a maximum in the region of 504 staff, (by headcount excluding visiting tutors) and 7840 students (based on current and projected numbers) by September 2017. See sections 2.0 and 3.0 for how this will affect parking provision on site.

1.8 Structure of the City South Sustainable Transport Strategy

Following this introduction the remainder of this travel plan will be spilt into the following sections:

2.0 Existing Travel Provisions

3.0 Current Travel Behaviour (Staff)

4.0 Current Travel Behaviour (Students)

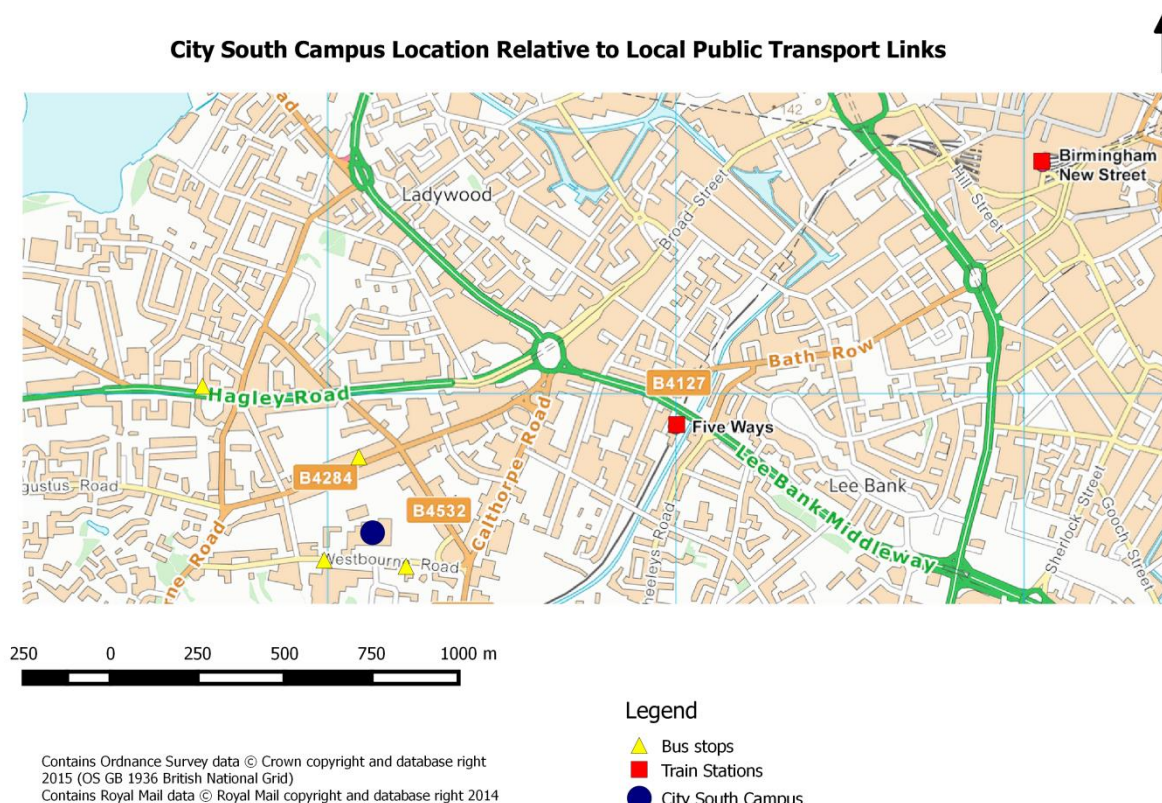
5.0 Objectives and Targets

6.0 Action Plan 2015 to 2017

2.0 Existing Travel Provisions, Edgbaston

Birmingham City University's City South Campus location is shown on the map below. Also highlighted are key transport links mentioned below.

City South Campus Location Relative to Local Public Transport Links



By Rail:

Located on Westbourne Road Birmingham City University's City South Campus is a short distance from the city centre and approximately a 15 minute walk from Five Ways station. Five Ways Station is on a direct line out of New Street Station, which is the main station in Birmingham serving national rail links.

The City's other main rail stations Birmingham Moor Street and Birmingham Snow Hill are both within walking distance of Birmingham New Street and the University provides maps of walking directions for all these routes on its website.

A student travel pass is available from the rail providers. A subsidised staff travel pass is available through the university.

By Bus:

City South Campus is very easy to access by bus. From the city centre the 22, 23, 23A, 24 and 29 and 29A run from Colmore Row to Kitwell, Woodgate and Frankley respectively. All these buses also stop at the Five Ways Island approximately a 10 to 15 minute walk from the campus.

In addition, buses serving the Hagley Road, (a 5 to 10 minute walk from the University) include the 120, 127, 128, 129, 9, 126, 140 and 141 which between them link the city to Dudley, Oldbury, Stourbridge, Wolverhampton and Merry Hill.

A student travel pass is available from the bus service provider.

Cycling:

This site is readily accessible to cyclists both via the road network and also via the Birmingham and Worcester Canal which runs close to the south of the site. National Cycle Route 53 also passes relatively close to the campus running through Selly Oak.

In order to encourage staff and students to travel to the University by bicycle the University currently provides a mixture of covered and uncovered cycle parking at this campus (77 spaces). Showers are also provided on all floors of Seacole Building along with a limited number of lockers.

The University has also recently launched a pool bike hire scheme following a travel survey which highlighted that bike ownership at the University is low. This pilot scheme enables staff and students to hire a bike, free of charge, along with all the required safety equipment in order to try cycling to the campus before having to commit to buying their own bike. The University also provides cycling and maintenance training courses free of charge to its staff and students and will also work with organisations that sell second hand cycles.

Pedestrians

City South Campus is accessible by foot both from Westbourne Road, which is the main front entrance to the site, and also via the back entrance to the site from the Harborne Road. The latter access route is currently predominantly used by pedestrians or those wishing to catch a bus back into the city centre or along the Hagley Road.

This rear entrance to the site would benefit from some additional way-finding signage as future developments such as the addition of the sprint buses on the Hagley Road from 2016 are likely to result in more people accessing the site from this direction. Improved lighting at the rear entrance of the site would also be conducive to people feeling safe when using this access as currently there is limited lighting in the alleyway which joins the site to the Harborne Road.

The campus itself has allocated pedestrian access routes/pathways throughout and there is a desire to integrate further with the wider area managed by Calthorpe Estates.

Car

This campus is accessible by car via a one-way road system meaning that all cars enter and exit the site via the two car park entrances off Westbourne Road. An additional car park for staff can also be accessed via Vicarage Road.

Currently staff can purchase a permit to park from the University the cost of which is linked to the emissions of their vehicle (those with lower emissions paying a reduced cost compared with those with higher emissions). Students can park in the multi-storey car park on site which is a pay on return car park. Visitors park free of charge in an allocated car park close to the site access. Currently there are in the region of 450 car parking spaces in use on site and all parking is allocated on a first come first served basis.

Utilisation surveys carried out during 2014 indicate that whilst there is limited additional capacity for staff parking on-site, (10 to 20 spaces depending on the time of day) the student car-park is regularly over-subscribed at peak times resulting in queuing cars, air pollution and

congestion on-site, and the potential to impact on traffic flow in the wider area and inevitably on occasions teaching being disrupted by late arrivals.

Current Parking Provision at City South Campus

Car Park	Staff/Student	Permit/Pay on return	Number of Spaces
Multi-storey	Student	Pay on return	174
Thornbury	Contractors/Disabled	No charge	10
Visitors	Staff	No charge	31
Westbourne	Staff	Permit	26
Vicarage	Staff	Permit	61
Bevan	Not in Use Currently	Permit	16
St Georges	Staff	Permit	124
Total Staff and Student Spaces			442

3.0 Future Travel Provisions, Edgbaston

Rail and Metro

Birmingham City Council has proposed as part of their strategy for improving mass transit links to link Five Ways station to Metro system funding permitting. As City South Campus is a 10 to 15 minute walk from this train station this would improve accessibility to the site.

The University would also support the introduction of the Brompton Bike Hire scheme at or near Five Ways Station/Island.

Bus

The City will be introducing sprint buses travelling into and out of the City along the Hagley Road in 2016 which will mean people who travel along the Hagley Road being able to travel to the site quicker than when using a standard bus service.

Cycling

The City is also in the process of upgrading its provision for cyclists as part of its 24 million pound 'cycling revolution' programme starting with those routes within a 20 minute cycle of the City Centre. Towpath routes are also being upgraded. The University itself will ensure that cycling provisions on this site meet the requirements of BREEAM Excellent as a minimum ensuring that the number of cycle racks, showers and lockers are suitable for the number of people based on site. The University is also looking into the provision of a number of Brompton bikes for the use of staff and students.

Pedestrians

The University will also ensure that any improvements to the site are mindful of pedestrians and that lighting and pathways are such that pedestrians feel safe and comfortable to access and egress the campus on foot.

The Calthorpe Estate is also proposing further pedestrian improvements in their 'Edgbaston Framework' currently in draft which may also benefit University staff and students.

Parking for the New Development

Taking into account the proposed increase in staff and student numbers at this site, the University has pro-actively engaged with a number of local parking providers with a view to

providing an off-site parking option for those who need to drive. A favourable 12 hour rate has been negotiated with a local provider at a car park a short 8-10 minute walk from the site. From September 2015 the University will relocate student parking to this car park. This should reduce congestion in and around the site, as the majority of students will then enter on foot, reduce emissions associated with queuing traffic and result in a much greater number of spaces being available to students who have no alternative but to drive making their journey time more predictable.

The above changes are likely to result in an increase in pedestrian flow into the site from the Harbourne Road and Highfield Road directions.

Relocation of student parking off-site in advance of any construction commencing on-site in 2016 will result in 174 spaces being vacated in the multi-storey car park. This will enable the University to proactively manage staff parking on-site during the construction programme, (2016 to 2017) when site cabins and a haulage road will need to be accommodated. The increase in parking spaces available to staff in the multi-storey car park will allow the University to permanently relocate staff from St George's car park to the multi-storey. The spaces removed would not need to be reinstated in full post the construction works as staff parking could be accommodated in the remaining spaces on site potentially reducing the number of spaces and therefore cars entering the campus.

Following the relocation of staff from our School of Education, and the addition of the School of Life Sciences, in 2017 staff numbers are predicted to rise to in the region of 504 staff across all schools. Current travel survey data indicates that 58% of staff currently drive to this site. If staff numbers rise to 504 that would equate to a requirement for 292.3 spaces. This could be accommodated in the 302 spaces above. A small visitor's car park may need to be created from some of the spaces that previously formed St George's car park.

Parking restrictions in the local area are such that we would not expect displacement onto the local roads. Additional pay on return parking would also be available to staff at the off-site parking provision referred to above, providing an alternative option should predicted numbers be exceeded.

In reducing the number of car parking spaces on site the University would be reinforcing its commitment to reducing congestion in and around its campus and this would also be done in conjunction with an awareness campaign to promote the use of alternative travel options.

Proposed Parking Arrangements City South Campus from September 2015 (minus St Georges car park which may be reinstated in part for a new visitors area)

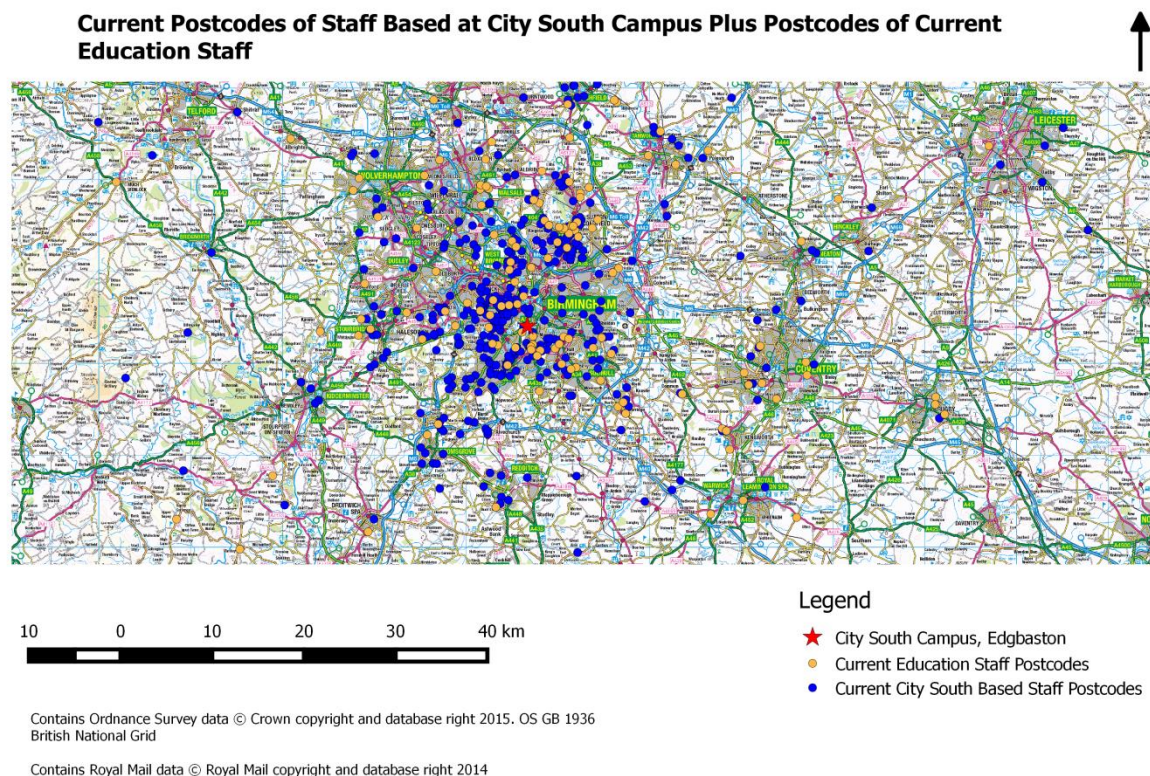
Car Park	Staff/Student	Permit/Pay on return	Number of Spaces
Multi-storey	Staff	TBC	174
Thornbury	Contractors/Disabled	No charge	10
Visitors	Staff	No charge	31
Westbourne	Staff	Permit	26
Vicarage	Staff	Permit	61
Bevan	Not currently used	Permit	16
		Total Staff Spaces	318 (302 minus Bevan)

4.0 Current Travel Behaviour (Staff)

The University has sought to determine current staff travel patterns and attitudes towards travel by undertaking a travel survey across all its campuses. The most recent survey was designed and implemented by Mott MacDonald, using an on-line (snap) survey tool, on behalf of the university. Any staff that did not have a university e-mail account were sent a paper form to complete instead. Responses were sent directly to Mott MacDonald who then collated and analysed by them. A report titled 'Birmingham City University Travel Survey Analysis' dated August 2014 was produced summarising all the responses. For the purposes of this travel plan the key findings of that report in relation to the City South Campus (Edgbaston) have been referred to wherever possible.

The survey was available for staff to complete from the 3rd June 2014 to the 2nd July 2014 and there was in total 905 respondents (the University has approximately 2000 full time staff with an additional 600 or so part-time staff and/or visiting tutors all of whom had access to the survey). In total 20% of staff who responded were based at the City South Campus (an additional 10% of responses were from the staff in Education, Law and Social Sciences, the Education part of which has since been amalgamated with Health). Unfortunately it was not possible to separate the responses of Education staff from the rest of the Faculty to which they belonged at the time of the survey. However discussions with the Faculty have indicated that there are currently 91 Education staff by headcount.

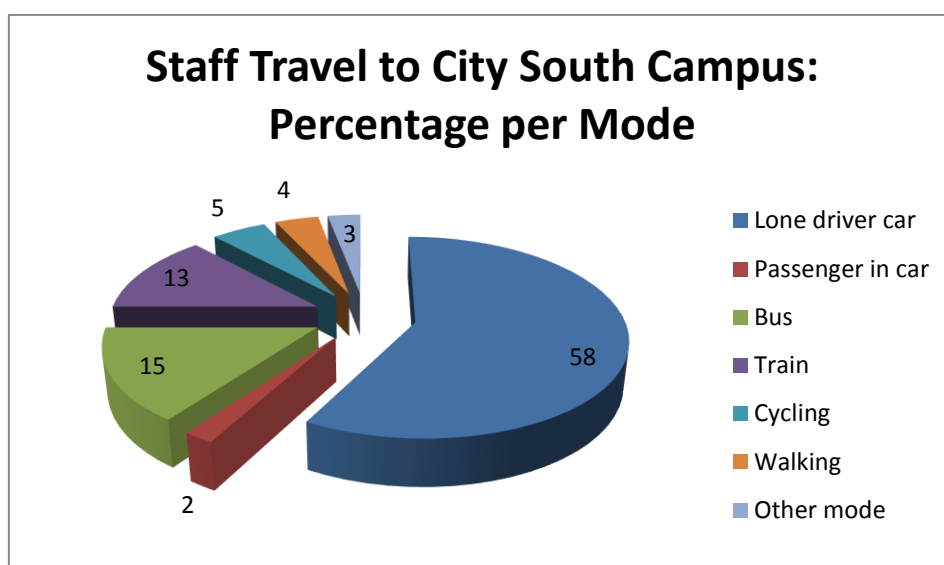
Postcodes of staff currently based at City South along with those currently based in Education, (but who would be relocated to City South in 2017 if still with the University) are shown below.



4.1 Survey Findings

The majority of respondents to the survey as a whole, (62%) were female and the remainder were male. The largest group of respondents was from the 45 to 59 age range (44%), followed by the 35 to 44, (25%) and 25 to 34 (19%) age ranges. The majority of City South staff said they were based at the campus 5 days a week (77%) with 9% being based on site 4 days a week and 10% 3 days a week. The majority of staff arrive between 08:01 to 09:00 (50%) followed by 07:01 to 08:00 (30%) and 09:01 to 10:00 (15%). Similarly the majority of staff left the site between 16:01 and 17:00 (41%), 36% between 17:01 and 18:00 and 11% after 18:00.

When broken down by mode, staff currently travelling to City South Campus as follows:



Base = 181 respondents

Of those travelling by car 98% parked in one of the University car parks on-site. Of the remainder 1% parked in paid parking spaces on a nearby road and 1% parked for free on a nearby road.

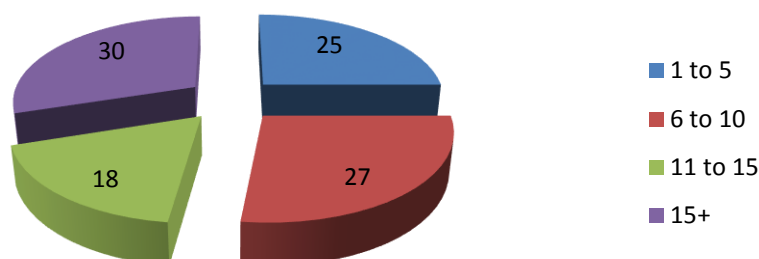
When those who drove to work alone were asked why they drove 35% said because it was quicker, easier or more convenient but a very significant 26% said there was no suitable public transport where they lived suggesting these people currently have no alternative travel options. An additional 15% sited that they needed the car to drop off/ pick up children and another 13% stated that they needed their car for their job.

If they were unable to use the car to get to work 38% indicated that they would come by train, a significant 23% stated that they could not get to the University and 24% suggested that they would get the bus.

Car sharing currently accounts for only 4% of travel to City South Campus.

The distance travelled by staff to the campus was as follows:

Distance Travelled by Staff (miles) to City South Campus



Base = 181 respondents

Generally speaking car and train travel increased the further staff had to travel to work. Cycling, walking and bus use is generally more prevalent amongst those living closer to the campus.

When staff across the University were asked whether anything would encourage them to walk to the University they indicated that feeling safer and having safe places to cross roads was of the greatest importance.

When asked what might encourage them to use public transport more frequently staff indicated that cost (47%), frequency of services (38%) and more direct services (34%) were the things that were of greatest importance to them.

Bicycle ownership amongst staff at this campus is relatively low with 52% not owning a bike, 39% owning a bike but not using it to come to University and only 9% using their bike to cycle to the University.

When staff across the University were asked what might encourage them to cycle 27% indicated improved cycle routes, 17% slower traffic and 17% access to showers. Secure cycle parking and somewhere safe to store their equipment were both also deemed important at 16% each.

5.0 Current Travel Behaviour (Students)

The University has also sought to determine current student travel patterns and attitudes towards travel by undertaking an annual travel survey across all its campuses. The survey was designed by Mott MacDonald, using an on-line (snap) survey tool, on behalf of the university and distributed to our students by our Students' Union. Responses went directly to Mott MacDonald who then collated and analysed them.

A report titled 'Birmingham City University Travel Survey Analysis' dated January 2014 was produced summarising all the responses. For the purposes of this travel plan the key findings

of that report in relation to the students currently based at the University's City South Campus have been used wherever possible.

The postcodes of current students have not been mapped as the majority will no longer be at the university when the additional development opens.

5.1 Survey Findings

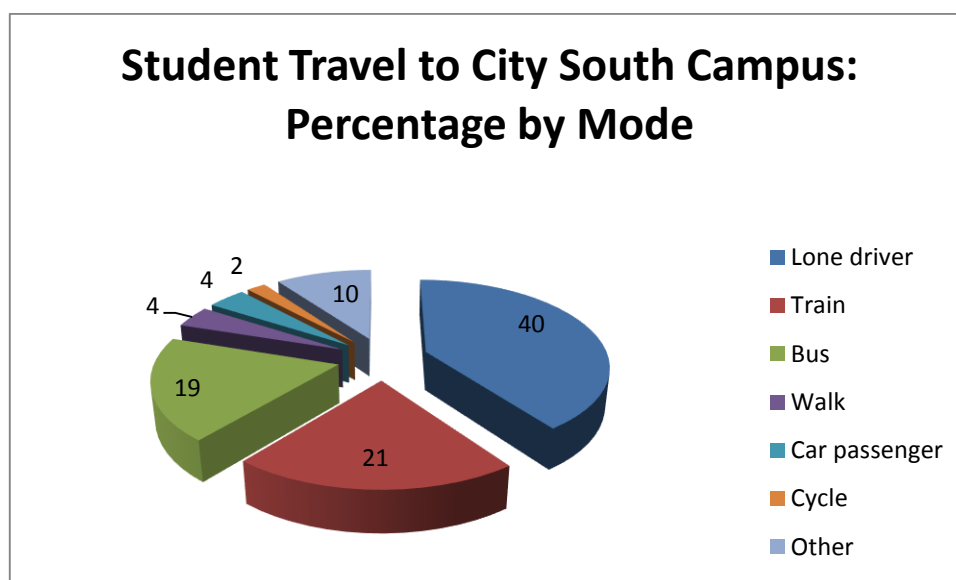
To avoid coinciding with the National Student Survey the student travel survey was run in November 2013 and a total of 1004 responses were received. The University has run another survey since but as the response rate was deemed too low for the results to be taken as an indication of student opinions generally the 2013 survey results are being used here. The survey process will be repeated in 2015 with a view to gaining a higher student response rate.

The University has approximately 23,500 students in total and approximately 3780, (FTE) of them are currently based at the City South Campus. Responses were received from students at all the university's sites and 270 responses were received from students at this site. The majority of respondents were female (85%) and a significant 10% of students responding to the University survey indicated that they had a disability that affected their ability to travel.

The largest proportion of students at this campus indicated that they travel to site 3 days a week, closely followed by 4 days and 2 days.

The majority of students (62%) arrive at site between 08:01 and 09:00 and most students leave the site (30%) between 16:01 and 17:00 followed by 25% between 15:01 and 16:00 and 18% between 17:01 and 18:00.

Modal share for students at the campus is as follows:



Base = 270 responses

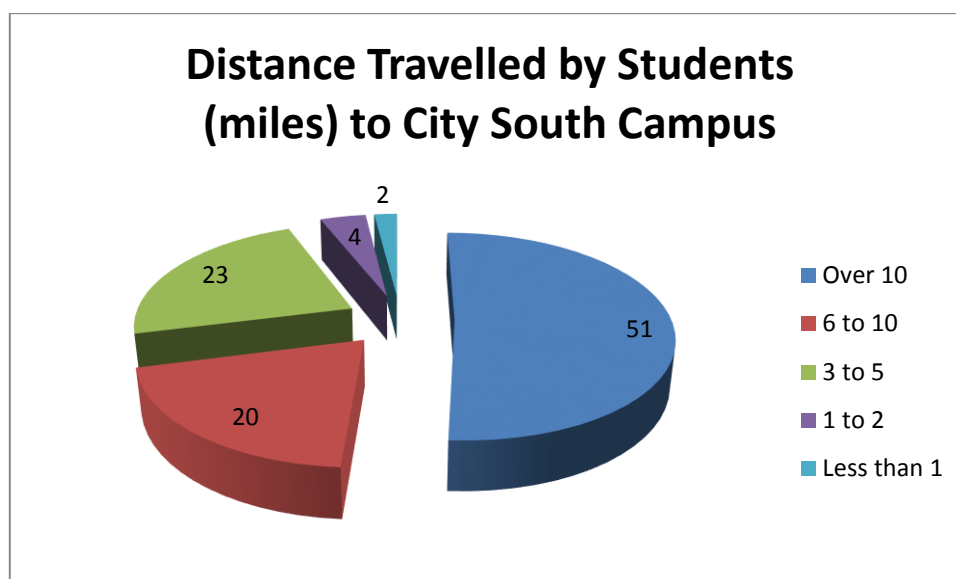
As with staff at this site, the majority of students who chose to drive to this site indicated that this was either because it was quicker, cheaper or more convenient or because there was no

suitable public transport in the area in which they live. A further 15% stated that they need a car for childcare purposes.

Of those travelling by car 15% indicated that they car share on occasions and 10% said they always do.

When asked how they would get to site if the car was not available 33% said they would catch the bus, 29% said they would catch the train but a significant 20% indicated they would not be able to get to the University at all to carry out their studies.

Distances travelled by students whose studies are based at this site are as follows:



When asked what would encourage them to walk to the University 45% of students said that feeling safer would encourage them with another 29% stating that they would like somewhere to put their things when they arrived at the University. Having safe places to cross, improved lighting and improved footpaths also scored highly (26%, 23% and 20% respectively).

Students were also asked what would encourage them to use public transport more frequently. Similar to staff surveyed they said that cheaper fares, more frequent services, more direct services and services which ran closer to the University were the main factors.

Cycle ownership amongst students at the City South Campus is low with around 65% of students not owning a bike and only 4% of the remainder using their bike to travel to the University. Aside from owning a bike, improved cycle routes and somewhere to store equipment on arrival were the main things that would encourage students to cycle followed by slower traffic and secure cycle parking.

6.0 Objectives and Targets

Ultimately the purpose of carrying out staff and student travel surveys, and producing a Sustainable Transport Strategy, is to ensure that the University is able to set itself objectives and targets for improvements in this area that are in keeping with the priorities for the University, the needs of staff and students and are SMART (Specific, Measurable, Achievable, Realistic and Time-bound). Our overarching objectives are as follows:

6.1 Objectives

- To reduce our impact upon the environment and our local communities through a reduction in the use of single occupancy cars.
- To increase the use of public transport amongst staff and students working with our local providers to improve services to, from and between our campuses.
- To promote walking and cycling as part of a sustainable and healthy lifestyle and to encourage the City to improve the provision for cyclists and walkers across Birmingham.
- To promote the use of new technologies to reduce the need for business travel wherever practicable and encourage the use of the most sustainable mode of transport where travel is unavoidable.

6.2 City South Targets

In order to achieve the above objectives the University has set itself modal shift targets for all its sites and produced an action plan to achieve these shifts. The University remains committed to maintaining and improving on current travel patterns to all its sites.

Staff

Target	Baseline (2014)	Year 1 (2015)	Year 2 (2017)
Reduce the number of staff travelling to the university by single occupancy car by: City South Campus	58%	55%	50%
Increase the percentage of staff using the bus and train by: City South Campus	28%	30%	35%
Increase the number of staff using active forms of travel (cycling, walking, running etc) to get to work. City South Campus	9%	10%	11%

Note: The 2% of staff who arrive as a car passenger and the 3% of staff who answered 'other' travel mode have not been included in the baseline figures above. However, they have been considered when setting modal targets.

Students

Target	Baseline (2013)	Year 1 (2015)	Year 2 (2017)
Reduce the number of students travelling to the university by single occupancy car by: City South Campus	40%	38%	32%
Increase the percentage of students using the bus and train by: City South Campus	40%	45%	50%
Increase the number of students using active forms of travel (cycling, walking, running etc) to get to the University. City South Campus	6%	8%	10%

Note: 4% of students who arrive as a car passenger and the 10% of students who answered 'other' travel mode have not been included in the baseline figures above. However, they have been considered when setting modal shift targets.

7.0 Action Plan 2015 to 2017

In order to achieve the modal changes above the University has committed itself to implementing the following actions which have been developed to identify as many of the issues identified through the travel survey process as possible.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Reducing car use					
Promote car sharing benefits	The survey indicated very few staff and students currently car share	Staff May 2015 Students Sept 2015	Environmental Officer	Travel surveys to capture number of staff and students car sharing	Predominantly staff time
Work with local travel providers to look at reducing the cost and improving local service provision.	The survey indicated reduced costs and more frequent services would encourage use.	Ongoing	Director of Campus Management and Services Environmental Officer	Travel surveys to capture number of staff and students using public transport	Predominantly staff time
Review fleet usage to see whether it is practicable for a pool of cars to be made available to staff at City South Campus.	The travel survey indicated that for some staff use of a car is essential to their job.	Sept 2015	Assistant Director of Campus Management and Services Category Buyer/Analyst	Use of pool cars will confirm success of scheme.	Predominantly staff time as there is the option to relocate a car from City North initially following the migration of some staff to Curzon Building in Sept 2015 potentially reducing demand.
Liaise with local car park providers with a view to providing an off-site parking option for students reducing congestion and queuing on and around the campus.	Current car park utilisation surveys demonstrate that at peak times during the week students are queuing for a space in the multi-storey car park resulting in congestion and pollution.	Sept 2015	Director of Campus Management and Services	No student parking on site following the provision of an off-site alternative.	£2.50/day for 12 hours or £2 per day with a monthly pass.
Encouraging cycling					
Pilot a pool bike scheme for staff and students.	A large number of staff and students do not own a bike. A pool bike scheme will give these people the opportunity to try cycling before committing to buying a bike. Commuters can also use the bikes to travel to and from the train station or between University campuses.	August 2015 Promote during Welcome Weeks	Environmental Officer	Success can be monitored through the number of members of the scheme and bikes hired.	Apply for a £10k grant to install 9 brompton bikes at site for use by staff and students. Additional 2k of funding to be contributed by the University Ongoing insurance and maintenance costs approximately £1500 annually.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Provide cycle training	A large number of staff and students do not own a bike and therefore may require cycle training before cycling.	Two to three times a year.	Environmental Officer	Success can be monitored through the number of staff and students attending training.	Funded until March 2016 through the LSTF. Ongoing costs potentially £3k/y dependent on the uptake.
Provide Dr Bike schemes	To provide staff and students with basic maintenance skills	September during the Welcome Fayres.	Environmental Officer	Monitor attendance	Currently funded through LSTF until March 2016. Ongoing cost at £1000 per year.
Promote the University's existing City South Campus facilities such as showers, lockers and bike racks along with new facilities for the additional building.	The survey indicates that some staff and students are unaware that these facilities are already available at our sites.	Add this information to our icity and internet sites. August 2015	Environmental Officer	Ascertain whether awareness has increased following next travel survey.	Free of charge.
Include the provision of covered cycle spaces at City South Campus as part of the new development in line with the requirements to meet BREEAM Excellent. Consider covering all existing facilities.	Surveys indicate that a relatively large number of staff and students cycle to City South Campus. The covered cycle rack at the rear of the site is overused whilst the uncovered racks at the front are underused.	Sept 2017	Estates Project Team	Ascertain whether the usage of racks increases during utilisation surveys.	To be included in project costs.
Ensure the City South development has adequate cycle facilities including shower(s) and lockers for storage of equipment on arrival. Also promote the facilities on adjoining sites such as five ways station or within the Calthorpe Estate.	The staff and student travel survey indicated that these facilities are essential in order to encourage cycling.	Sept 2017	Estates Project Team	Surveys will indicate whether the number of staff and student cyclists has increased	To be included in project costs.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Encouraging Walking					
Ensure that the lighting at City South Campus is such that it creates a feeling of safety and security for users. Lighting should be provided for all walkways, steps & ramps. In particular the rear entrance to the site could be significantly improved through an upgrade of lighting and way-finding signage.	The survey identified that feeling safe was essential to staff and students feeling comfortable to walk into site.	Sept 2015	Estates Project Team	Surveys will indicate whether more staff and students are happier to use this entrance	To be included in development project costs.
Awareness Raising					
Ensure staff and students are aware of the new Sustainable Transport Strategy once signed off and make it publically available on our website.	To ensure staff and students are aware of initiatives.	June 2015	Environmental Officer	Monitor whether awareness levels of initiatives have increased in next survey	Predominantly staff time
Provide travel information to new starters prior to their arrival	To ensure staff and students are in a position to make informed travel decisions from day one.	Staff May 2015 Students Sept 2015	Environmental Officer in conjunction with Human Resources and our Students' Union	Travel surveys will indicate staff and student travel patterns.	Predominantly staff time as information is sent out electronically
Provide regular updates on the Transport Strategy and initiatives via social media, the intranet and newsletters	To ensure staff and students are aware of initiatives.	Quarterly or as appropriate in conjunction with particular initiatives.	Environmental Officer in conjunction with our Marketing Team and our Students' Union	Monitor whether awareness levels of initiatives have increased in next survey	Predominantly staff time as information is sent out electronically
Provide travel information to new students at the Welcome Fayres.	To highlight travel options to new students	International Fair Sept 2015 Welcome fair Sept 2015 plus equivalent events in subsequent years.	Environmental Officer	Monitor student travel patterns through periodic surveys	Predominantly staff time. Production of posters/literature. £200 annually
Provide information on travel at University open days for new students as appropriate.	To highlight travel options to new students	From June 2015	Environmental Officer	Monitor number of potential students requesting information.	Predominantly staff time at open days.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Other					
Travel surveys and data analysis	To monitor the modal shift for the duration of the travel plan	Staff June 2015 June 2017 Student Nov 2015 Nov 2017	Environmental Officer	Survey results to be incorporated into travel strategy updates	Approximately £6,000 every two years unless done in house (dependent on capacity).
Provision of public transport real-time travel information in the new buildings lobby area for staff and students.	To enable staff and students to better plan their journeys and encourage use of public transport.	Sept 2017	Estates Project Team	Survey results will capture the modes of transport used by staff and students	To be included in the project cost.
The University should continue offering season ticket purchase for public transport via salary sacrifice.	To enable staff to make a saving on public transport tickets	Already in place	Administered by the payroll team.	Numbers of staff using this scheme annually to be monitored.	Already set up.
Promote the use of additional public transport options as they become available such as the 'sprint' buses on the Hagley Road and the extended metro line should it be extended to Five Ways Station.	To make staff and students aware of the full range of travel options available to them and thereby encourage those who can use public transport to do so.	As and when new options become available.	Environmental Officer	Survey results will capture the modes of transport used by staff and students	Predominantly staff time.
Promote the use of flexible working in line with HR policies and in particular the use of facilities such as video and teleconferencing to reduce unnecessary travel.	To reduce unnecessary travel and costs to the university. Reduce our impact on the environment from travel	Every year	Environmental Officer	Records of communications	Staff time.
Travel plan co-ordinator	Given the scale of the work in delivering the above measures, and to meet the University's commitments, it will require a dedicated resource and therefore a Travel Plan Coordinator will need to be appointed to focus on this activity and to monitor progress.	2015 ongoing	Director of Estates	Job vacancy advertised and filled	Salary of role